

Spain IOI Industry Partnership Programme 2019

Activities: Advertising, Direct & e-marketing, Co-operative marketing activity

Suitable for: Accommodation groups and associations, Attraction groups and associations, Transport - Car hire & Coach hire, Individual accommodation properties, Individual attractions

For More Info: [Barbara Wood](#) Tourism Ireland Spain

Tourism Ireland Spain will run a number of co-operative campaigns with island of Ireland industry partners during the course of 2019. These campaigns are designed to drive incremental visitors to the island of Ireland during the shoulder and off-season periods. There will also be a focus on driving regional growth. Campaigns will focus on our core segment of the Spanish Culturally Curious and will be in line with Tourism Ireland's approach to sustainability.

These campaigns will drive traffic to the partner's website or alternatively Tourism Ireland can create a hub page on Ireland.com reflecting the look & feel of the joint campaign. All campaigns must include an Island of Ireland (or region/city) destination message and branding + partner message - 'Explore Ireland/Dublin/Belfast.... from....'.

Partners should contact Tourism Ireland for discussion, agreement and approval of co-operative advertising activity. Once approved Tourism Ireland will match up to 50% of the total investment in the activity. Objectives of the activity must be in line with Tourism Ireland strategic objectives and the objective of the activity must be agreed upfront. A written record of these objectives must be signed by representatives of both Tourism Ireland and the partner, in advance of activity going live. A copy of the media plan must also be checked and approved by Tourism Ireland's media agency. Partners also need to agree to Tourism Ireland tagging on all digital assets for internal reporting purposes. The Tourism Ireland investment is inclusive of VAT.

A full measurement evaluation of activity, which will be kept confidential, must also be provided by the partner at the end of the activity showing the following:

- Results achieved vs. objective in passenger volume. Percentage increases only will not suffice,
- Commercial benefit, where possible,
- Full auditable proof, media plans, invoicing etc. for total activity spend.

The image displays a collection of promotional assets for the 'Descubre Dublín' and 'Explora Belfast' campaigns. On the left, there are two video thumbnails for Guinness Storehouse, one titled 'Descubre Dublín' with a 'haga clic aquí' button. In the center, a large aerial view of Dublin is titled 'Descubre Dublín' with the tagline 'Haz clic aquí' and logos for Irlanda and Guinness Storehouse. To the right, a vertical advertisement for Belfast features a woman using a VR headset, titled 'Explora Belfast en realidad virtual de 360°' and '¡Regístrate y consigue tu visor de realidad virtual GRATIS en correo postal para descubrir Belfast!'. Below this is a section for the 'Belfast Go Explore' app, available on the App Store and Google Play. At the bottom, a 3D rendering shows the 'Belfast Go Explore' app box, which includes a QR code and the text 'Belfast Go Explore' and 'Explora la leyenda del Titanic'.

